

March of Dimes
2011 Chapter Community Grants Program
APPLICATION COVER SHEET



*** ALL SECTIONS MUST BE COMPLETED for proposal to be considered ***

Applicant Organization Santa Fe County

Project Title Strengthening Family Connectedness for Improved Community Health and Child Development

Address 2052 Galisteo Street Santa Fe, NM 87505

Contact Name Lisa Garcia

Phone/Fax 505-995-9527/505-992-9855

E-mail lmgarcia@co.santa-fe.nm.us

Please provide a brief synopsis of your project (2 sentences are sufficient):
Implementation of an interactive online resource directory will enhance a PDF version of the directory currently being used by residents in Santa Fe County.

Approximately how many unduplicated individuals will be served during the grant year? 1200

List the race/ethnicity of the *majority* of individuals served (if applicable): Hispanic

Please indicate the positive impact that the project will measure and report on:

☒ Increase in knowledge ☐ Behavior change ☐ Improved birth outcomes
☐ Other _____

Please list the **one primary** funding priority that the application addresses from the numbered funding priority areas on page 2 of the RFP:

Providing or enhancing preconception health education and/or services

Total amount requested: \$ 5,400 Cost per individual: \$ 4.50

Check should be made out to: Santa Fe County Maternal and Child Health Planning Council

Is your agency willing to accept partial funding? ☒ Yes ☐ No

Does the budget include funds for a consultant or other subcontract? ☐ Yes ☒ No

Lisa M Garcia 11/4/10 Lisa Garcia/Program Coordinator
Signature - Primary Staff Person Date Type Name and Title

Katherine Miller 11/4/10 Katherine Miller, County Manager
Signature-Santa Fe County Manager Date Type Name and Title

Approved as to form

Santa Fe County Attorney

By: _____

Date: 11-1-10

March of Dimes
Chapter Community Grants Program
BUDGET FORM



Check One: ☒ Application ☐ Progress Report

Grant Period From: 01/01/11 To: 12/31/11

Applicant Name: Santa Fe County

Project Title: Online Interactive Resource Directory

BUDGET (see application guidelines for an explanation of allowable/not allowable expenses)	APPLICATION Total Budget	EXPENDED (Progress Rpts Only)
A. Salaries (include name, position, and FTE) *		
Lisa Garcia-Coordinator (currently .875 FTE)		
increase salary and benefits to .075 FTE(3hrs/wk)	\$4,900	
Sub-total A	\$4,900	\$0
B. Expendable Supplies		
Supplies for outreach of new project	\$500	
Sub-total B	\$500	\$0
C. Other Expenses/Fees		
Sub-total C	\$0	\$0
D. In-Kind Donations/Revenue		
Sub-total D	\$0	\$0
GRAND TOTAL (A+B+C+D)	\$5,400	\$0
TOTAL AMOUNT REQUESTED (A+B+C)	\$5,400	\$0

Lisa M Garcia
 Signature - MCH Program Coordinator

11-4-10
 Date

Rebecca M...
 Signature - Santa Fe County Manager

11-4-10
 Date

Please round figures to the nearest dollar and check budget totals.

*** Indicatation of whether staff position is new, an increase in hours, etc. is required in narrative.**

Project Narrative

A. Project Abstract

The Santa Fe County Maternal and Child Health Planning Council (Council), through a series of evaluation tools during its planning process last year, has identified a priority focus for the next 4 years "Strengthening Family Connectedness for Improved Community Health and Child Development and Wellness". In order to respond to this, the Council has determined that a critical first step should be to make information on community resources more accessible for families with babies through an interactive web-based online format.

The Council currently publishes a printed resource directory in English and Spanish that is distributed widely throughout the community, primarily by service providers. As a first step towards this goal of enhancing the community resource directory, the Council is working on an interactive online resource directory for families with babies (0-3). There is currently a *.pdf document on the county's website (santafecounty.org), but the planned interactive online resource will be available along with the current "hard copy" documents which are not searchable by keywords or provider categories. Our proposed interactive online directory will be an enhanced English and Spanish version of the current resource directory and will provide more information about the agencies and services currently available. It will include websites (if applicable), detailed lists of services, a link to MapQuest for directions to their location of interest, and it will be searchable. The database will be updated at least every six months or as the agency information changes. We hope eventually to include the ability for users to see bus routes or driving directions from their homes to service provider locations.

B. Description

The Santa Fe County Maternal and Child Health Planning Council will be focusing on the March of Dimes Funding Priority #1 (Providing or Enhancing Preconception Health Education and/or Services) although it also addresses priorities 2, 3, and 5. The project promotes parents' use of many types of services by enhancing outreach, improving information about availability, and improving parents' awareness of and utilization of services.

The Council recognizes that health disparities start early and is instituting this project to lay the foundation for addressing this issue. Social determinants of health are identified as follows: Health Behaviors and Personal Risk Factors, Access to Health Services, Mental Health and Social Support, Economic Opportunity and Equity, Education Background and Opportunity, Language and Other Cultural Factors, Environmental Risks, Stress due to Social Factors, Trust in Health System and Research, Institutionalized Biases (racism), Multi-family housing (living conditions), Potential to improve community health of child development programs(Head Start), and effective Parenting classes.

The Council will be integrating all of the above listed social determinants into the project through community actions. Agencies that serve high-risk populations will be included in the networking and collaboration activities of the Council. There are four tribal communities in Santa Fe County that also will be included in these collaborations. The project will have an impact by providing and promoting additional tools that families can use to improve their capacity to provide positive experiences for their babies to thrive and be healthy.

The Council has chosen to begin this project in part to take advantage of an exciting opportunity underway in Santa Fe County. The highly respected RAND Corporation is conducting a long-term longitudinal study of a new home visiting program in the county. As part of the study, RAND is evaluating how families access services, so they are interested in understanding the ways families learn about available community resources. RAND staff are providing technical support for the project.

The Council has been in existence in Santa Fe County since 1992 and was established as a result of the Maternal and Child Health Plan Act (NMSA 1978 Section 24-1 B-2) legislation enacted in 1990. The Council's coordination and activities had been funded by the New Mexico Department of Health from its inception until this fiscal year when, due to budget cuts within state government, all health councils in the state lost 100% of funding. The Council is currently funded by Santa Fe County general funds, but in a limited capacity. We continue to work on issues related to maternal and child health and collaborate with many partners in the community. The Council is acknowledged by the Santa Fe County Board of County Commissioners as a vital group that researches, advises and supports activities related to maternal and child health. The Council will continue to be a voice for the importance of the first years of childhood and to advocate for policies and community attention to the needs of families.

The Council remains committed to partnering in collaborative efforts with agencies to best fulfill its mission and continue to work on improving the quality and availability of early care programs and services for babies prenatal to age 3 and

their families. There is an established list-serve of these partners who will be the primary collaborators on this project to better address the needs of families.

Coordination of health and health related services within Santa Fe County continues to be an overarching and underlying evidence based strategy to improve community health. The Coordinator will facilitate effective functions of the Council including but not limited to: a) Implement recommended activities to eliminate any identified duplications, improve access to services, and initiate new services as needed; b) Facilitate effective working relationships and open communication between staff, Council and Board of County Commissioners; c) Collaborate with the New Mexico Department of Health programs and other federal, state and local agencies to address the health priorities identified by the Council; d) Facilitate community-wide grassroots collaborations and partnerships with agencies that work to promote the health and well-being of women and children; e) Participate in collaborative partnerships to achieve outcomes towards the goals and objectives.

Santa Fe County is fortunate to have many resources that promote the strengths of families in creating a home environment that supports the healthy development of young children. However, the need for more services is increasing and sustainable funding support is decreasing. Early intervention to ease or alleviate the consequences of detrimental circumstances is the best investment available to a community that is concerned for its future well-being. Positive results in indicators of health and well-being are found in programs that include outreach, expertise, and relationship-based services to children and families.

C. Project Objectives, Activities and Outcomes

Objective #1 – Knowledge Change – By December 2011, the interactive online directory will be operating and utilized by agencies and families. (Baseline will come from current documentation of “Welcome Baby Packets” distributed with/without an informational card, hits on website and phone call inquiries about directory from home visiting agencies as well as the general public). The home page for the Resource Directory will also link to other important websites such as March of Dimes, WomensHealth.gov, New Mexico Department of Health, Text4Baby and other partnering agencies and high quality family support programs, both locally and nationally.

All counties in New Mexico have Health Planning Councils and these Councils have been required to assemble and distribute Resource Directories in recent years. We plan to report the results from this pilot test through the Department of Health Office of Community Health Partnerships who communicate with a statewide network of county and tribal Health Councils. The Resource Directory database that we are pilot testing is also being designed for portability to other Health Councils, and we plan to give the database to those Councils who would like to replicate this approach to creating and disseminating their Resource Directories.

D. Evaluation Plan

Santa Fe County's Information Technology (IT) department will monitor use of the online Resource Directory, by collecting information such as number of page views and whether site visitors came from major search engines, typed the URL in a browser, or from partner organization links (e.g. – United Way of Santa Fe County, or tribal website). We will track the data over the period of this grant to assess whether more people use the Resource Directory over time. The Coordinator also plans to test search terms at least four times per year with the goal of having the site appear on the first two pages of the search engine when common terms are entered that parents or professionals would be likely to use. We will identify these common terms by interviewing at least 10 parents and 10 professionals.

The Council has discussed seeking additional funds to supplement this project that would enable us to better track and measure usage of information provided in the "Welcome Baby Packets". There will be a strategically implemented measure of usage either through vouchers/gift cards and an online feedback tool from those who access the website(s).

This online directory is being created with other funding through the RAND Corporation so this grant will leverage more resources to enhancing it to meet the needs of Santa Fe County. Some of the activities that will be performed include: requesting links from partner organization websites, search engine optimization and advertising through a variety of means. The MCH Planning Council Coordinator will work with IT department staff to refine search engine optimization.

There will also be a postcard included with website information as part of the "Welcome Baby Packets" that are distributed to new mothers through the local hospital (Christus St. Vincent Women's Health Services) as well as doctor's offices and other agencies throughout the county. These postcards will advertise the online directory. Santa Fe County through the Maternal and Child Health Council budget, will purchase a URL address for easier access to the website and for promotion purposes. A Web Designer will help with this process in identifying the best name for optimization of hits.

We will measure the number of postcards about the online Resource Directory that are distributed, and we will also measure the number of visits to the Directory that result from typing in the URL that was on the postcards.

E. *Project Impact, Visibility, and Sustainability*

The project will be announced to the community through a list-serve of over 86 staff members of service providers that include home visiting, health , nutrition, housing, income support, advocacy, counseling, and family support throughout the county and surrounding communities. These agencies have access to over 1,000 families where the information can be disseminated. It will also have a link on the [santafecounty.org](http://www.santafecounty.org) website directing people to the page (http://www.santafecounty.org/community_services/hhsd/mchdirectory) where the information will be housed. Most Council members represent a host of agencies that work directly with families. The MCH Planning Council will also ask partnering agencies to link their websites to the online directory. From a web design standpoint, raising the number of other organizations that link to the Resource Directory will raise the ranking of the site in search engine results.

The project will be maintained by the Maternal and Child Health Planning Council Coordinator and monitored on a regular basis. Ongoing support will be provided by Santa Fe County. The Council is seeking additional support from the City of Santa Fe and from local foundations that have provided support to the MCH Planning Council in the past. Because "Strengthening Family Connectedness for Improved Community Health and Child Development and Wellness" is an identified priority for the next 3 ½ years, we will devote time to this program to ensure its success.

F. Budget

The proposed budget will fund an additional 3 hours per week for the Maternal and Child Health Planning Council Coordinator, currently funded by Santa Fe County at 28 hours per week, to cover the time devoted to the March of Dimes project. The remainder of the request is for materials and supplies necessary for conducting community outreach activities and initial evaluation of the project.